

Maine Revised Statutes
Title 10: COMMERCE AND TRADE
Chapter 206: UNIFORM DECEPTIVE TRADE PRACTICES ACT

§1212. DECEPTIVE TRADE PRACTICES

1. Lists. A person engages in a deceptive trade practice when, in the course of his business, vocation or occupation, he

- A. Passes off goods or services as those of another; [1969, c. 503, (NEW).]
- B. Causes likelihood of confusion or of misunderstanding as to the source, sponsorship, approval or certification of goods or services; [1969, c. 503, (NEW).]
- C. Causes likelihood of confusion or of misunderstanding as to affiliation, connection or association with, or certification by, another; [1969, c. 503, (NEW).]
- D. Uses deceptive representations or designations of geographic origin in connection with goods or services; [1969, c. 503, (NEW).]
- E. Represents that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits or quantities that they do not have, or that a person has a sponsorship, approval, status, affiliation or connection that he does not have; [1969, c. 503, (NEW).]
- F. Represents that goods are original or new if they are deteriorated, altered, reconditioned, reclaimed, used or secondhand; [1973, c. 625, §53 (AMD).]
- G. Represents that goods or services are of a particular standard, quality or grade, or that goods are of a particular style or model, if they are of another; [1969, c. 503, (NEW).]
- H. Disparages the goods, services or business of another by false or misleading representation of fact; [1969, c. 503, (NEW).]
- I. Advertises goods or services with intent not to sell them as advertised; [1969, c. 503, (NEW).]
- J. Advertises goods or services with intent not to supply reasonably expectable public demand, unless the advertisement discloses a limitation of quantity; [1969, c. 503, (NEW).]
- K. Makes false or misleading statements of fact concerning the reasons for, existence of or amounts of, price reductions; or [1969, c. 503, (NEW).]
- L. Engages in any other conduct which similarly creates a likelihood of confusion or of misunderstanding. [1969, c. 503, (NEW).]

[1973, c. 625, §53 (AMD) .]

2. Complaint. In order to prevail in an action under this chapter, a complainant need not prove competition between the parties or actual confusion or misunderstanding.

[1969, c. 503, (NEW) .]

3. Application. This section does not affect unfair trade practices otherwise actionable at common law or under other statutes of this State.

[1969, c. 503, (NEW) .]

SECTION HISTORY

1969, c. 503, (NEW). 1973, c. 625, §53 (AMD).

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